

ABSTRACT

A method for providing personal funding opportunities to Sellers via an online personal
funding marketplace includes registering a plurality of requests for funding in an Seller
database, each request being associated with a particular Seller and reasons for the funding
5 request, dividing each request into at least one share in a respective Seller, each share being
associated with a purchase price and an economic return for an owner of said share, wherein
said economic return comprises a percentage of the respective Seller's potential future
income, and wherein the purchase price comprises a representative amount of the funding
request upon an initial sale of the share, registering a plurality of investors in an investor
10 database, each registration including information related to an investor's mentoring
capabilities, offering the purchase price to the owner of the share by an investor, wherein the
offer comprises the purchase price and the investor's mentoring capabilities.

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